Connecting and Collaborating

A N N U A L  R E P O R T

M I D P E N  M E D I A  C E N T E R

2 0 1 9
Who We Are

Midpen Media is a local community access television service and center. Our mission is to foster civic engagement, individual expression, and cultural exchange to inspire, inform, and empower people in our larger community. We have provided important local free speech access to video production and television programming opportunities for the people in the Silicon Valley communities of Palo Alto, Menlo Park, Atherton, East Palo Alto, Stanford, and other parts of San Mateo and Santa Clara counties since 1990.

We offer the latest in media production equipment and training to connect people, and we distribute programs that promote and celebrate diversity, local achievements, education, culture, the arts, and science. We also provide programming of local government meetings in support of an open and informed democratic society. Our vision is that of a creative, safe environment that connects diverse communities to transcend political, cultural, educational, and religious boundaries.

Midpen Media is a 501(c)(3) public benefit corporation.
Welcome

At the time of writing this welcome, we are in the early stages of sheltering-in-place due to the COVID-19 global pandemic, and while we are eager to reflect on our exciting accomplishments for 2019, we also must acknowledge the extraordinary moment in human history that we currently face.

Although it is too early to know the full extent of its impact, the pandemic has disrupted our lives, society, and the economy in profound and unprecedented ways. More than ever, we believe our mission is relevant and an integral part of the community’s need to connect and communicate. From the personal connections that our volunteer producers and staff build through teaching media production and facilitating freedom of speech, our talented and dedicated community producers tell stories with depth and meaning to the viewers and supporters who have always been at the heart of this organization.

The board and staff also recognize that Midpen Media must redefine our role to address the changes that require us to adapt our current model. To provide communications tools and distribution channels along with media literacy and vocational training that is relevant, affordable, and accessible in a sustainable model that can serve the community for generations.

We wholeheartedly believe in our ability to overcome the challenges we are facing today and those we will inevitably confront tomorrow. These challenges drive us to work harder to deepen our connection with the needs of our member cities and improve programs and productions. They also push us to innovate and evolve. Our dedication to quality educational and informative content remains at the core of who we are.

While we look forward to our future, we are pleased to share a look back at 2019 with pride in all that we’ve accomplished. This report captures just a portion of all that has been made possible by those who believe in the value of community media. We hope you take pride in counting yourself among them. We thank you and ask you for your continued engagement and support. Together, we will continue to lead the way in reimagining Midpen Media to meet our community’s needs — for today and tomorrow.

Keri Stokstad
Executive Director/CEO

Less Lincoln
President, Board of Directors

Major Accomplishments in 2019

2019 was a busy year, filled with accomplishments. These four in particular stand out as winners for the year.

- Unveiled our new production truck, sponsored by SAP and the Sharks Foundation
- Co-sponsored our first annual Silicon Valley Photo Contest
- Created the "I Am A Producer" fundraising campaign resulting in nearly $13,000 in donations
- Implemented successful Board strategic planning initiative

2019 - 2020 Board of Directors

Less Lincoln, President
Sue Purdy Pelosi, Immediate Past President
Beth Charlesworth, Immediate Past Treasurer
Peter Burns, Current Secretary
Chuck Alley **
Gayathri Kanth, JPA Representative, City of Palo Alto

Tilak Kasturi **
Lawrence Lee *
Marie McKenzie, JPA Representative, City of East Palo Alto *
Andrew Mellows *
Azieb Nicodimos
Barbara Noparstak, JPA Representative, San Mateo County *

Joanne Reed, JPA Representative, Santa Clara County
Becky Sanders **
Nick Szegda, JPA Representative, City of Menlo Park

* served in 2019
** started in 2020
2019 Financials

STATEMENT OF FINANCIAL POSITION

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>12/31/2018</th>
<th>12/31/2019</th>
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<tr>
<td>CURRENT ASSETS</td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Accounts receivable</td>
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<td>Prepaid expenses &amp; other current assets</td>
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<td>Fixed assets, net of accumulated depreciation</td>
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<td>2,160,445</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>8,046,888</td>
<td>7,897,384</td>
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LIABILITIES AND NET ASSETS

| CURRENT LIABILITIES |           |            |
| Accounts payable and accrued expenses | 30,694 | 33,184 |
| Other Current Liabilities | 138,593 | 119,478 |
| Total Current Liabilities | 169,287 | 152,662 |

| NET ASSETS |            |            |
| Unrestricted | 6,089,662 | 5,668,586 |
| Temporarily restricted | 1,787,939 | 2,076,136 |
| TOTAL NET ASSETS | 7,877,601 | 7,744,722 |

We held several small fundraising efforts throughout the year, the biggest of which was GivingTuesday, when people are encouraged to donate to the non-profit(s) of their choice, held on December 3rd. This year we surpassed our 2019 Giving Tuesday Goal with the help of 51 generous donors.

The nearly $13,000 raised during the campaign will go toward supporting our camps, workshops, and classes. Every dollar counts and is greatly appreciated. We plan to continue building our donor base and increase donations in 2020!
By the Numbers

Produced **358** community, **59** staff, and **66** Professional Services productions

**22** high school interns helped teach middle school youth at summer camp, and learned marketing, social media, and administrative skills

**17** Western Access Video Excellence (WAVE) nominations with **5** wins

**3,765** volunteer hours donated by **164** volunteers, **47** of whom were new

Trained **43** kids in **7** summer camp sessions in digital photography and editing, filmmaking, television studio, and sports broadcasting skills

Covered **379** government meetings in San Mateo and Santa Clara Counties
Year of the Truck
New Production Truck Extends Midpen Media's Community Outreach

In 2019, Midpen Media was pleased to introduce our new production truck and its exciting media creation capabilities to the community. A factory-fresh industrial truck fitted with new broadcast production equipment replaced our old truck and outdated equipment. The new production truck is being used to introduce Bay Area youth to the field of broadcasting. We took the truck to various locations within the community to demonstrate its industry-standard technology and increase our visibility as an organization. Thanks to the generous $100,000 grant from the Sharks Foundation and SAP, we were able to build the brand new production truck which extends our reach into the community, bringing with it new broadcast and media coverage opportunities.

The new truck
On March 18th, representatives from the Sharks Foundation, SAP, and Midpen Media gathered in San Jose at the SAP Center parking lot for the production truck’s unveiling. Its colorful vehicle wrap visually unites the three organizations’ logos while highlighting what the truck does best – onsite media coverage – with a silhouette depiction of a camera operator.

Play-by-play commentator Dan Rusanowsky, the Voice of the Sharks, said that when he was growing up there was no opportunity for him to study broadcasting, and Youth Sports Program Manager Sara Bennett shared her appreciation of the new production truck, stressing that trainees will now be gaining transferable career skills made possible through learning current media production technology.

We’ve been busy introducing the new production truck to the community. It’s been spotted at local community events and schools for game coverage and introductory training on the truck and its features.

When we go into the community, the individuals and families who stop by the production truck get to learn about what Midpen Media has to offer them. “Perhaps the most valuable part of our being at the community center was actually the time spent talking to people walking by off-camera,” said Special Projects Manager Emily Parent. She spoke with a group of kids who checked out the production truck’s cameras, mics, and other equipment at a Free Speech Week event. “One kid took the microphone and pretended to interview me!” she continued. She told the kids about our MC Sports broadcasting training and that they could cover real sports games if they were interested.

Our new production truck is a powerful resource for the community, and we are excited and proud to be on the road sharing it with them.

“I’m thrilled that the youth in our MC Sports program get the chance to train on industry-standard equipment. It’s a great opportunity for them to get real production skills and it’s fun to see my crew who used the old truck get excited about how much better the gear is!”
- Youth Sports Program Manager Sara Bennett
Training & Youth Programs

Classes and Workshops

Midpen Media offers year-round classes and workshops to introduce members of the community to media production opportunities both in the studio and the field. It’s not unusual for someone who’s taken one of our "Meet the Media Center" introductory tours to want to learn and do more with us. In 2019, we trained 129 youth and adults in media skills and held 14 classes and workshops.

"The best thing about the class was we produced our own show, which was an awesome experience. During training for the show we all switched through all the different positions which has given me the confidence to volunteer for other shows. This class was the most fun I had while learning!!"
- Roshni Mudgal, student

For those interested in filmmaking outside of the studio, we rent cameras and other equipment needed to capture high-quality footage. Individuals can also schedule one-on-one training sessions with staff to learn the proper use of the equipment.

Community members looking to create their own TV shows, be a guest on locally-produced TV, or volunteer to crew a show are encouraged to take our Studio Production Basics class. During the five-session class, students learn how to use the HD studio control room’s audio, graphics, and switcher equipment and how to operate the studio’s floor cameras. Along with technical know-how, students also learn how to direct, produce, and star in their own shows.

Through specialized workshops like Studio Music Mix or Sound Recording for the Field, Midpen Media helps students develop more advanced media skill sets. For producers curious about how to access grant funding for their media projects, we offer a Grant Writing workshop in which participants learn how to create, target, and submit their grant proposals to appeal to potential funders.

Youth Summer Camps

When school shuttered for the summer, Midpen Media welcomed 43 local youth participants to our seven summer camp sessions. Camps teach sixth through twelfth graders media skills, in many cases helping them uncover passions they may want to pursue as hobbies or even future career paths.

It was an exciting time for Sports Broadcasting camp participants. They received hands-on experience with the new production truck equipment. Current youth sports broadcasting crew taught campers the functions, techniques, and skills made possible by the new equipment.

We also debuted a Digital Still Photography and Photo Editing summer camp in 2019. The camp covered the basics and creative aspects of still photography. Students explored an automotive repair shop and an art museum on the quest for the perfect shot. After taking some great photos, they learned how to make the images even better with editing in Adobe Photoshop Lightroom.
Access Services

New and established community media producers alike find a home at Midpen Media

In 2019, several new youth and adult producers were added to our roster, and a total of 358 access shows were produced. A skilled crew of volunteers are on standby to help producers turn their community television dreams into reality.

"Tarweed Works In Progress," a show focused on introducing writers to readers in search of new voices, made its debut with new community producer and host Jean Znidarsic. On the show, authors from a variety of genres and writing styles read their work for ten minutes and then share with Jean and viewers about their writing process.

The youth-produced "Sports Sitdown" returned in 2019 with sports predictions and analysis of games and players from high school athletics to pro league play. The young color commentators expertly translate their game-side high-energy sports calling skills to the studio stage.

After producing more than 400 episodes of "Darlene Carman Presents," producers Darlene and Doug Carman retired the show in 2019. The eclectic show featured the likes of Wavy Gravy, zookeepers, KublaCon gamers, bonsai and ikebana artists, and many more fascinating guests. Darlene's programming won the rare Alliance for Community Media's "Best in the Nation" Hometown award.

Our studio was also the setting for the "West Coast Songwriters Playoffs," where monthly competition winners vied for the best song of the year. One of the benefits of being a West Coast Songwriters’ competitor in the Palo Alto chapter is having the opportunity to perform live on a Midpen Media produced show in front of a studio audience and music industry judges.

Thank You Sponsors and Donors

At Midpen Media, YOU help make community television happen. Contribute your ideas, experience, and time to become an actual television producer, or support other producers who share their messages in the studio by making a donation.

Ken Allen
Chuck Allen
Virginia Anderson
Azerbaijan Cultural Society of Northern California
Patricia Becker
Fred Bockmann
Noelle Burg
Melissa Caswell
Beth Charlesworth
Kelly Close
Santa Dasu
Curtis Evans
Travis Evans
Danielle Fairbairn
Lisa Gerould
Nina Goldschlager
Wynn Grich
Alana Green
Michael Heyworth
Kaveree G. Kajale
Gayathri Kanth
Tilak Kasturi
Diganit Kasundra
Anne Kenney
Jonathan King
Less Lincoln
Pushpinder Lubana
Elliot Margolies
Joyce McClure
Marie McKenzie
Andrew Mellows
Susan Miller
Laura Mosberg
Don Mullen
Julia Nash
Azib Nicodimos
Holly Orcutt
Joseph Pace
Louise Pencavel
Dana Philips
Sue Purdy Pelosi
Elizabeth Raffel
Nancy Reed
Joanne Reed
Jake & Robin Reynolds
Kathy Roach
San Jose Sharks
Rebecca Sanders
Sap Center At San Jose
Matt Schuster
David E. Simon
D. Sorokach
Joanne Sperans
Harriet Stern
Michael Stern
Arden & Robyn Stokstad
Bryan Stokstad
Keri Stokstad
Nicholas Szegda
Martin Wasserman
Alan Zoraster
Our Volunteers

Midpen Media provides volunteers the unique opportunity to create quality television programming for their community.

People interested in volunteering with us take our introductory class, Studio Production Basics, to learn both the technical and directorial sides of TV production. Once students know the basics, they can be a volunteer crew member on one or several of our shows. Volunteers choose the crew position they want to perform, whether picking one they know well or one they want to learn more about. Fellow volunteers and Midpen Media staff help volunteers refresh their skills before the scheduled show starts taping. Together, crew members work as a team to produce informative, educational, and entertaining television.

Our volunteers are the lifeblood of our ability to produce the many and varied shows we do. Every year Midpen Media throws an appreciation party to recognize the service and dedication of our volunteers with top volunteers being awarded thank you gifts. Jo Appogast was the top volunteer of 2019, crewing 94 shows and Fred Bockmann came in second place at 68 shows. In total, 164 people volunteered in 2019, 47 of whom were new crew members. Combined, our volunteers donated 3,765 hours to producing community television.

A Big Thank You to Our 2019 Interns

Jacob Choates  
Nyla Choates  
Kiran Costa  
Lola Deboast  
Ori Gal  
Julio Henriquez  
James Kim  
Ingrid Lee  
Devon Mahaffey  
Kyle Mahaffey  
Nate Martin  
Alma Martinez  
Aditya Mathur  
Austin May  
Lev Miller  
Megan Murakami  
Sunay Sanghani  
Ishaan Teja  
Jules Thomas  
Kevin West  
Jason West  
Ashley Xu

Participants in our youth internship program get hands-on experience in a busy media production environment while having lots of fun. During our summer camps, interns learn sports broadcasting as well as field and in-studio TV and film production skills alongside summer campers. Interns fill leadership positions as teachers’ aides and assist campers with the creation of media projects. Interns also get the opportunity to shoot and edit their own video projects and help staff with production tasks.
Pro Services

Midpen Media’s Pro Services department creates professional video productions for businesses and both for-profit and non-profit organizations.

In 2019, 23 producers from a variety of companies and organizations worked with our Pro Services crew on 66 productions ranging from providing space for a fundraising event to staging a virtual summit. Our studio facility can be used in numerous ways, from renting the “dry space” for special events like bar mitzvahs, company parties, and conferences to filming plays, competitions, instructional videos, and product demonstrations.

Pro Services also provides on-location production services, including event coverage, documentaries, public service announcements, and fund-raising and promotional videos. Pro Services offers post-production in video editing, graphics, and podcasting, and is available for consulting and coaching in all areas of production to help you with your DIY projects. Initial consultations are free, and non-profits receive special discounted rates.

myShakespeare, a local ed-tech company, filmed A Midsummer Night’s Dream over 10 days, complete with supernatural fairies. Vanguard FX created the fairies’ unique on-camera looks and costume designer Erika Mae Martin designed the fairies’ costumes in bright colors and sparkly accents. Juilliard and American Conservatory Theater actors brought these unique Shakespearean characters to life.

Don’t Tell Comedy (DTC) shows take place in a secretive environment where a famous comedian might appear and perform a set. DTC’s goal is to create affordable, top-tier comedy experiences for audiences and showcase both novice and well-known comedians. Midpen Media’s studio turned out to be a great venue for their pop-up comedy show. Our studio spotlight really upped their show’s production value.

Annual Local Heroes

The 13th annual Local Heroes reception, screening, and awards ceremony took place on Saturday, September 28th at the Midpen Media Center. The event drew a standing-room-only crowd of over 120 audience members who gathered to support our six honorees. The Local Heroes are from diverse backgrounds, but they all have community service in common. Laura Barton works with mid-Peninsula musical groups; Sheri Sobrato Brisson with the Digging Deep Project; Patricia Foster with Girls to Women; Jaime Barajas Hernandez with the Boys and Girls Club; Philippe Rey with Adolescent Counseling Services; and Bob Rosenberg with Rebuilding Together Peninsula.

During the course of the event, the six nominees were introduced, and a clip of their documentary interviews was shared on the big screen. The heroes received certificates from Midpen Media and from Santa Clara County Supervisor Joe Simitian’s Office. Nominees had a chance to address the in-studio audience and greet supporters at a reception in their honor.
Organizational Impact

In 2019, we served 214 diverse, creative, socially active, proud organizations to create great media that represents their varied missions. From local governments to religious groups to performers to veterans to animals in need, we provided a platform for passionate voices and a stage upon which to demonstrate for a cause. Midpen Media has a longstanding history of supporting and uplifting the voices of local artists and activists to raise awareness and spark excitement for the enrichment and improvement of the communities we serve. We have deep gratitude for every organization that has come to our door and entrusted us with the care and distribution of a message that is near and dear to your hearts - and ours!

Made Into America: 2019

From India to Italy, from Canada to Cambodia, Midpen Media’s Made Into America ongoing cultural celebration and storytelling archive project built a platform for – and published – 96 stories about the immigration experience in 2019. Established in 2013, Made Into America was designed with the intention of building bridges of interest, empathy, and commonality among Silicon Valley residents through the art of storytelling. In 2019, members of our community poured their hearts out as they described the struggles, discoveries, heartbreaks, and victories that they and their families experienced through the process of immigrating into a new life in the United States.

Immigration is a foundational experience woven into the lives of many here in the Midpeninsula. We see the weight that these stories carry in our brilliantly diverse communities, and we believe that sharing the stories that participants entrust us with is a valuable tool for encouraging a positive understanding of the ways that immigrants build the strength and vitality of the U.S. overall, and the Silicon Valley in particular. Knowing where we come from is an essential tool for understanding where we must go. We are proud to have the opportunity to create this historical archive and set the scene for personal and community growth informed by the stories of that from which we came.

Production Truck Impact

After unveiling our truck in the Spring, we took it into the community to cover a variety of events, from local sports coverage to celebrating the City of Palo Alto’s 125th birthday and demonstrating the truck’s capabilities at the Menlo Park Library’s Science Night.

- MC Sports youth broadcasters covered 17 live sports games including football, volleyball, baseball and basketball
- Celebrated Free Speech Week by conducting mobile interviews at the Palo Alto Main Library, the Ravenswood Shopping Center in East Palo Alto, and the Onetta Harris Community Center in the Belle Haven neighborhood in Menlo Park
- Documented the City of Palo Alto’s 125th birthday celebration in April from the King Plaza at City Hall and its closing ceremonies in November inside City Hall
- Midpen Media instructors went on location to teach students how to use the production truck equipment at JLS Middle School in Palo Alto
- Dedicated the truck to former board member Andrew Mellows in appreciation of the hundreds of hours he donated to help design and build our “mobile studio”

See our Made Into America archive here.
Organizations We Served

10FAM Collective
4 Media Group
A Pawsability 4 Veterans
Abilities United
Acterra
Acting Women Veterans
Active In-Home Therapy
Adolescent Counseling Services
African Diaspora Network
Alcohol and Other Drugs (AOD) Prevention Partnership
Alzheimer’s Association
American Red Cross
Andreessen Horowitz
Animal Assisted Happiness
Asia
Autodesk
Avenidas
Bay Area Community Health Advisory Council
Boys and Girls Club
Brunswick Group
Build it Green (BIG)
CA People of Faith Working
Against the Death Penalty
CA Progressive Alliance
California Black Media
Canada College Art Department
CareerVillage.org
Carobar Business Solutions
Cartesian Business Solutions
Center for Global Studies, Purdue University Northwest
Centrify Corporation
Cisco Systems
Citizens Climate Lobby
City of East Palo Alto
City of Menlo Park
City of Palo Alto
City of Richmond
Claudera
CloudHQ
Cognition Cyclery
Coldwell Bank Residential Brokerage
Colonel Renee Rubin Foundation
Coltura
Committee for Green Foothills
Consulate of Canada - Silicon Valley
COR
Counterware
Crimson Education
DAC City
Denodo Technologies
Digging Deep Project
DingDing TV
Don’t Tell Comedy
Eastside College Preparatory School
East Valley Pentecostal Church
EDF Inc.
Edmodo
El Concilio of San Mateo County
EPA Center Arts
EPA Today
Ethnic Media
FaksFoundation.org
Find My Everything
Finix Solutions
Foothill College
Foothill Music Theater
Foreducation EdTech
Fortella
Free Range Puppies Creative House
FUSE Corps
Gatepath
Girlfight Pictures
Girls to Women
Global Future Education Foundation
Goodwater Capital
Grace Lutheran Church
Gracefully Global Group
Hewlett Packard Enterprise
Hewlett Packard Enterprise (HPE)
I4j Innovation for Jobs
IBM Research
ICE911
India Currents
Inkflow Communications
Intel Sports
James Martin Center for Nonproliferation Studies
Jane Lombard Studios
JCalcagno Pottery
Jewish Community Center
Jurrow Design Associates
Khan Academy
Khosla Ventures
Kleid Design Group
Know a Vet
Kranz & Associates
Lance Glasser Art
Liquid US
MB4 Productions
Melosh Research Group, Stanford
Menlo Atherton High School
Menlo Park City Council
Menlo Park Library
Middlebury Institute of International Studies at Monterey (MIIS)
Mindglow
Monterey County Convention and Visitors Bureau
Morgan Family Foundation
Mosaic Consulting and Coaching
Mothers Against Murder (MAM)
Mountain View Bicycle/Pedestrian Advisory Committee (BPAC)
myShakespeare
National Voter Corporation
Near Future
New America Media
New Voices for Youth
Noni Allwood & Associates
Oakland Comedy Festival
Ocean Foundation
OnRisk, Inc.
Onyxx Village Connections
OpenCurriculum
Palo Altans for Sensible Zoning
Palo Alto Chamber of Commerce
Palo Alto City Council
Palo Alto City Library
Palo Alto Humane Society
Palo Alto Investors LP
Palo Alto Philharmonic
Palo Alto Weekly
Palo Alto Women’s Club
Panzura
Paradigm Education
Pathways for Veterans
Payplant
Peace Action
Peace Corps
Pear Theatre
Peninsula Peace and Justice Center (PPJC)
Pilgrim Baptist Church
Practice of Innovation
Profolia
Prologis
Public Ally
Purdue University
Purigen BioSystems, Inc.
PurpleHeartAngler.org
QC Ware
R.I.S.E. Academy
Radiant Advisors
Rancho Middle School

In addition to serving the community as a public access studio and center, Midpen Media supports local artists with its Artwalk – a long hallway between the studio and the offices where artists are able to display their work. Above is a “Words of Wisdom” photo from the Girls to Women (G2W) photography show.
On October 29th, Menlo Park Mayor Pro Tem Cecilia Taylor presented Midpen Media with a proclamation stating that October 20, 2019 "is hereby proclaimed as Community Media Day within Menlo Park" and resolving "that Midpen Media plays a vital role in the building of our community."

2019 - 2020 Advisory Council

Elisa Agor
Bern Beecham, Former Palo Alto Mayor
Peter Drekmeier, Tuolumne River Trust
Sid Espinosa, Director of Corporate Citizenship, Microsoft
Ted Glasser, Stanford University

Karen Holman, Former Palo Alto Mayor
Tony Klein, Latham & Watkins, LLP
Liz Kniss, Palo Alto City Council
Meda Okelo, Publisher, El Ravenswood

Joanie Bigwood Osborn, Former Director, MPAC and SVCC
Audrey Ramberg, City of Mountain View
Carl Yorke, Principal Information Developer at Symantec
How to give

There are several ways you can support Midpen Media.

Click here for details: